

## PC and Mobile Use - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Of the three core devices, the smartphone is the most versatile when it comes to the number of locations in which it is used. However limitations such as screen size, a lack of signal and high connection costs mean that it is the least versatile when looking at the range of activities that consumers are willing to perform on it.”

Paul Davies, Senior Leisure and Technology Analyst

### This report looks at the following areas:

- Encouraging more consumers to think 'mobile first'
- As tablet ownership plateaus, where does the future of the market lie?

### What you need to know

The majority of consumers still think twice about conducting complex or time consuming activities on smartphones, which are still predominantly used as communication devices.

However the rise of the phablet (a smartphone with a screen size of 5"+) has seen more people start to use their phone as a 'mini computer', which has consequently lessened the need for a tablet computer as these become more dispensable in their current format.

Meanwhile the trusted laptop/desktop computer still plays a vital role in consumers' digital lives, with 41% of people who use all three core devices saying they would replace their PC ahead of their smartphone (36%) or tablet (20%) if forced to retain just one.

### Covered in this report

This report examines consumers' use of laptops/desktops (PCs), tablets, smartphones and in some cases, smartwatches. The research investigates which devices are used in and out of the home, and how they are used for particular activities at certain times or places. We also look at consumers' preferences and general behaviours when using different devices; assessing how and why this affects their usage patterns.

For the purpose of this report the term PC is used to refer to both laptop and desktop computers.

'Phablet' is a newly popularised term commonly used to describe smartphones with a screen size of five inches or more, such as the iPhone 6 Plus and the Samsung Galaxy S6.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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